

F1 event challenge met by British Racing Drivers Club & Climarque Ltd.

The BRDC at Silverstone Circuit has uniquely combined the memories and heritage of great British motor sport this season, whilst entering a new era of technology by offering it's Members and Guests a pass card system that represents a first in grand scale event management.

Installed to enhance swift, authorised entrance to the Members Club, it was the previously impossible task of combining and managing members with their guests that defined this project.

The challenge for the pass system was that members must first have entered the BRDC Clubhouse area before any of their allocated guests may enter. Once the member has electronically 'signed in' by presenting his pass (a custom printed proximity card) to a reader, guests are granted uninhibited access rights for the rest of that day. Entrance and exit points are controlled by turn-styles and operation for users must be prompt, smooth and seamless.

The previous card system was unable to cope with the demands of large flows of motor sport enthusiasts, particularly during extra heavy traffic, at such times as 'Pit Lane exodus' when members move en-mass to view the cars. Nor did it have any ability to intelligently link members to their guests and grant access accordingly.

This is where technology consultant Climarque Ltd. was invited to consider a solution.

Climarque Ltd provide electronic 'tagging' solutions under the *Tag & Trace* banner through global technology partnerships encompassing security, asset tracking, data acquisition and access control.

Software based solutions are contract, bespoke or in this case - hybrid, that is to say, sophisticated Access Control Software was utilised and working with system developers, Controlsoft Europe, evolved to incorporate the client's wishes.

BRDC Club Secretary Mr Roger Lane-Nott who raised the initial challenge admits, "Although the specification sounded reasonable enough, the practicalities of managing and combining such a huge database of Members and Guests behind the scenes proved beyond the scope of other bidders. This, combined with implementing an unobtrusive system for users and valuable reporting tool for the BRDC, has given the Silverstone Circuit a system that other sites can aspire to".

Installed and commissioned prior to the British Grand Prix in July, it was this event that proved beyond doubt that Tag & Trace not only met the exacting requirements of the BRDC and its Members but also surpassed them by its anonymity.

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